

NORDSTROM FOCUSES ON LUXURY INDIVIDUALISM

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An Open Mind Is the Best Look, Nordstrom by Droga5

Watch this video at <https://www.lsnglobal.com/news/article/23709/nordstrom-focuses-on-luxury-individualism>

US – **The luxury retailer's** latest campaign views the sector under a more human lens, highlighting the importance of being yourself.

The ad, entitled An Open Mind is the Best Look, is made up of slice-of-life scenes featuring a unique collection of individuals. The cast primarily includes non-professional actors, including a sign-language interpreter, a teen karate expert and swimming teacher assisting an elderly man.

Created by **Droga5**, the campaign aims to reverse the haughty elitism associated with luxury brands and retailers by featuring a diverse range of citizens. '[It] pushes the boundaries that have been the norm in the fashion retail category for decades by moving the focus from clothing and product to a more story- and humanity-led approach,' reads Nordstrom's press release.

Luxury brands can no longer rely on narratives of excessive wealth, as consumers increasingly associate their consumption habits with guilt. For more, read our macrotrend **Uneasy Affluence**.